How to Develop and Benefit from Industry Relations

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Productive Relationships

pro·duc·tive (pr-dktv, pr-) adj.
1. Producing or capable of producing.
2. Producing abundantly; fertile.
3. Yielding favorable or useful results; constructive.
4. Involved in the creation of goods and services to produce wealth or value.
5. Effective in achieving specified results; originative: policies productive of much harm.
Focus on Value and Benefits

Basic Questions:

What is the **mutual** value and benefits of forming a better relationship?

Why invest the time?
How IEEE Helps Industry

**Employee Development**
- Recruiting and retaining skilled employees
- Increasing technical proficiency
- Improving ‘soft’ and leadership skills

**Market Development**
- Influencing technology
- Expanding brand recognition
- Increasing sales

**Public Goodwill**
- Supporting the local community
- Assisting government initiatives
- Contributing to philanthropic causes
Public Mission
- Advancing technology for humanity
- Advancing awareness and appreciation of the engineering and technology profession
- Developing consensus-based technical standards

Member Development
- Increasing technical proficiency
- Improving ‘soft’ and leadership skills
- Providing professional recognition
- Encouraging service to the public

Volunteer Development
- Recruiting and retaining talented individuals to lead IEEE, and influence its direction
- Fulfilling IEEE’s mission to the public
## Many Opportunities for Partnership (examples)

<table>
<thead>
<tr>
<th>Industry Objectives</th>
<th>IEEE Goals</th>
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</table>
| **Employee Development** (recruitment, technical and professional development) | **Public Mission**
- Serving as a mentor to IEEE student members
- Serving as a judge to an IEEE competition | **Member Development**
- Supporting membership and access to technical and professional development products and opportunities
- Recruiting top talent through IEEE venues | **Volunteer Development**
- Leadership and management development as a principal in an IEEE Section or Technical Chapter |
| **Market Development** (influencing technology, company branding, product awareness, sales) | **Public Mission**
- Participating in a standards development activity | **Member Development**
- Sponsoring a technology event with IEEE
- Building awareness of technology products through advertising to IEEE members | **Volunteer Development**
- Guest speaker opportunities at IEEE events and conferences |
| **Public Goodwill** (public relations, philanthropic events, community service) | **Public Mission**
- Leveraging IEEE’s global presence to underwrite humanitarian projects | **Member Development**
- Co-sponsoring a design competition | **Volunteer Development**
- Co-organizing a technical education tour in public schools |
Staying Technically Current

IEEE Spectrum Magazine
- Monthly, the award-winning IEEE Spectrum magazine explores the creation, application and implications of new technologies

IEEE Press E-Books Classics
- 200+ digitized books downloadable from IEEE Xplore, with 40-50 new e-books added annually

IEEE.tv 2.0
- IEEE’s Internet television network, exclusive Member programming, downloading privileges, and transcripts

The Institute Newsletter
- Monthly (4 print, 8 online) newsworthy IEEE activities both in professional and technical areas

IEEE Potentials Magazine
- 6 issues (online), the magazine for technology's rising, student innovators

IEEE Xplore Digital Library
- Table-of-contents and abstracts (1.9 million documents)
Professional Networking

Sections, Student Branches, and Technical Chapters
- Local, face-to-face technical and social meetings
- Engage peers through informative technical meetings
- Recognition of accomplishments

IEEE MemberNet
- Authoritative member directory of IEEE
- Networks personalized to each member
- Opt-in privacy protection

IEEE e-Mail Alias
- Identifies you as the IEEE ‘family’
- Virus protection and spam filtering

IEEE Mentoring Connection
- Peer-to-peer advice and counsel
- Participate as either mentor or mentee

Volunteering
- Opportunities that build leadership skills and networking opportunities
Career Development & Recognition

IEEE Job Site, Career Alert
- Locate career opportunities easily and confidentially
- Weekly email newsletter containing career advice

Career Development Webinars

Continuing Education Partners Program
- Up to a 10% discount on online degree programs

Graduates of the Last Decade (GOLD), Life Membership
- Membership communities serving the special interests and needs of recent graduates

Awards & Scholarships
- Recognizes the accomplishments of IEEE members
- Enhance your resume with an IEEE scholarship
Volunteering & Giving Back to Society

Volunteering
- Developing critical, non-technical skills that enable you to be more effective professionally

Commitment to the Next Generation
- Enabling low-cost student membership
- Introduction of engineering and technology to young people worldwide

Humanitarian Programs
- IEEE Humanitarian Technology Network
- IEEE President’s Change the World Competition
- Humanitarian workshops

IEEE Global History Network
- Preservation, research, and dissemination of information about the history of electrical science and technology
- Technological and organizational history of IEEE, its members, and their professions, in order to increase awareness
Knowledge-based Relationship

Company:

• Current technologies
• Product lines
• Knowledge uses
• Identify knowledge needs
Knowledge-based Relationship

Member (you)

- Technical abilities
- Skills and attributes
- Professional network
- Access to IEEE resources
  - Societies, chapters, Branches
  - Xplore
  - Universities
Preparation

- Who and How many to invite (suggestion 6-8)
- Study about companies and IEEE
- Gather your team
- Positive messages
- Elevator speeches
- What to say after hello
- Passion
- Practice.....Practice.....Practice!!!
- Answer “What’s next?” as a follow-on activity
Getting Started

Look around

• Where IEEE members work (check your ExCom and OpCom)
• Technology Council
• Chamber of Commerce
• Business listing in the local newspaper
• Business Journal
Identify key contacts

- Corporate web site
- Member information
- Directory information from sources
  - Chamber of Commerce
  - Book of Lists (Business Journal)
  - Technology Council
Networking Event

Breakfast

• Develop the reason and desired outcomes
• Plan the event (dates, location, time)
• Plan the Agenda....59 minutes
• Include informal networking time before and after
• Follow-up
Reason and Desired Outcomes

- Interest in the companies
- Share IEEE information
- Identify potential areas of collaboration or common interests
- Possible award candidates (technology, community, profession)
- Provide technical resources to companies (width and depth of IEEE)
- Identify Points of Contact
Agenda....59 minutes max

1. Guests arrive and directed to seating (4 minutes)
2. Welcome and thank you (3 minutes) – Section Chair/Emcee
3. Opening Story (3 minutes) - (impact speech, video, etc.)
4. Eat and socialize (15 minutes) – Section Chair/Emcee calls attention to special gift items
5. Visionary Leader presentation (5 minutes) – past, present, and future (facts, impact, programs or emerging technology, etc.)
6. Video (7 minutes) – emotion. Could be industry based or special project highlights.
7. Joint Stories/Testimonials/Needs (8 minutes) - 1-3 different perspectives, 2-3 minutes each, stories about activities, impact, use of technology, emerging technology, economic challenges, etc. Could be a panel/interview format
8. Link stories, videos back to corporations and their applications (7 minutes)
9. Outcome statement and Request for continued relationship. Value driven (7 minutes)
10. Wrap up (1 minute) – Section Chair/emcee thanks again for their support and assures follow-up
<table>
<thead>
<tr>
<th></th>
<th>Agenda – summary</th>
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<tbody>
<tr>
<td>1</td>
<td>Welcome ........................................................................ 3 minutes</td>
</tr>
<tr>
<td>2</td>
<td>Opening ....................................................................... 3 minutes</td>
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<tr>
<td>3</td>
<td>Food service .................................................................. 15 minutes</td>
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<tr>
<td>4</td>
<td>Vision ........................................................................ 5 minutes</td>
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<tr>
<td>5</td>
<td>Video ........................................................................... 7 minutes</td>
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</table>
| 9 | Wrap-up ......................................................................... 1 minutes  

**55 minutes**
Remember

• Be Positive with both message and attitude
• The program must be Impactful
• The program and outcomes are Value driven
• Begin and end ON TIME
• Do what you say you can do
• Complete the commitment with excellent follow-through
Event (dates, location, time)

- Breakfast is preferred
- The restaurant must have a Great Reputation
- Wednesday or Thursday are best days
- Choose a central location, easy parking and access
- Consider a special speaker....if it helps
- Assure AV ability and a good sound system
- Know waiters/management in advance
Networking time before and after

- Mingle
- Welcome everyone, freely introduce others, create a great first impression
- Pairing (find a friend then split)
- Know who is going to be there and something about them, their job and their company
- Have your business card and name tags for attendees
- Keep your right hand free
- Ask open-ended questions and keep it simple
- Listen, learn and be prepared to help
- Relax and enjoy yourself
Follow-up

• 24 hours after event (max)
• Identify any action items of future plans
• Thank them for the sharing of their time, ideas or support
• One week later…..
• Plan a second meeting, one-on-one option
• 3/4 months later…..
• Special newsletter
What’s next

• It’s time for you to plan an event!
• Consider 3-4 months lead time
• Identify your “stars” in the section or branch
• Identify your guest list
• Execute your plan
Thank you

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